



**Request for Letter of Interest
Basketball Management Services
LOI: #PR-2014-13**



About ALM Sports

About A.L.M Sports in-depth

A.L.M. Sports is a thriving multi cultural organization with its roots firmly embedded in South Florida.

A.L.M. Sports is the brain child of Alvin Murray, the managing director, a young man who has professional experience of playing, studying and working in America as well as internationally. He brings with him a team of trainers who share his vision and tenacity to succeed where others have failed or are failing to make that break through.

Florida Limited Liability Company: A.L.M. SPORTS, LLC [Alvin Leonard Murray Sports]

FEI/EIN Number: 223952868

Date Filed: 01/30/2007 **State:** FL **Status:** ACTIVE

Principal Address: 12864 BISCAYNE BLVD STE 168; NORTH MIAMI FL 33181

Contact Number: 786 657 4572 **Advertised Number:** 800 388 7962

Website: <http://www.almports.com> **Email Address:** admin@almports.com

Social Media: www.facebook.com/almports www.instagram.com/almports www.twitter.com/almportsllc
www.youtube.com/almports

A.L.M Sports first incorporated in Great Britain August 2004

A.L.M Sports incorporated in Florida 01/30/2007

Administration Qualification

Alvin Murray

Managing Director for ALM Sports for over 10 years in the UK and South Florida.

Club President for Miami Lakes United Soccer Club, Miami Lakes FL (over 8 years)

Operating After School & Summer Programs in London UK, Belmont NC, Hartford CT, Norfolk VA, Town of Miami Lakes FL, City of Miami Gardens FL, City of Coral Springs FL, City of Hialeah Gardens (over 9 yrs)

BA Sports Administration from St Thomas University, FL

UEFA B Football Badge (UK Soccer)

EBBA Level 2 Badge (UK Basketball)

Tops Certification (Sports for Children with Special Needs)

Level 2 Screened (Jessica Lunsford – Miami Dade County Public Schools requirement)

Virtus Certified (Archdiocese of Miami requirements)

Troy Murray

(Assigned) Director of Operations

Track and Basketball Scholar Athlete

BA Degree Athletic Training

Currently Managing ALM Sports Leagues in Miami Lakes and Hialeah Gardens FL. (4th year)

Summer Camp Specialist with the Miami Dade County Public School Board – Hialeah Gardens FL (5 years)

EBBA Level 2 Badge (UK Basketball)

Athletics (track) Pacesetters Level 2

Level 2 Screened (Jessica Lunsford – Miami Dade County Public Schools requirement)

Virtus Certified (Archdiocese of Miami requirements)

Certified Emergency First Aid Responder

National Alliance of Youth Sports Certified



Notable Staff

Lester Patterson – Dwayne Wade Camp Staff and Current Girls Head Coach at Carol City High School

Jonathan Quintero – Current Boys Head Coach at Hialeah Gardens High School

All our other coaches are:

- Qualified and Experienced in coaching the youth
- All from different Genders, Nationalities, Cultures and Religious Affiliations
- Follow the National Alliance for Youth Sports program for Child Safety
- Certified on the Virtus Program (Child Protection Workshop)
- CPR and First Aid Certified
- Finger Printed meeting the requirements for the Jessica Lunsford Act, 1012.465

Experience in organizing and conducting Youth Programs

ALM Sports offers Sport Training Clinics (including Basketball) to the following Schools:

Bob Graham Education Center (Miami Lakes, 1500 students / PK-8th grade)
Carol City Middle School (Miami Gardens, 1200+ students / 6th-8th grade)
Country Club Middle School (Hialeah/Miami Lakes, 1200+ students / 6th-8th grade)
Charles D Wyche Elementary School (Miami Gardens, 900+ students / K-5th grade)
Hialeah Middle School (Hialeah 1200+ students / 6th-8th grade)
Hialeah Gardens Middle School (Hialeah Gardens, 1,800 students / 6th-8th grade)
Jose Marti MAST Academy (Hialeah, 748 Students / 6th-8th grade)
Mother of our Redeemer Catholic School (Miami Lakes, 524 Students / 1st-8th grade)
MA Milam K-8 (City of Hialeah, 1500+ students / k-8th grade)
North Twin Lakes Elementary School (Hialeah, 700 students / pk-5th grade)
Saint Andrews Catholic School (Coral Springs, 250 students / PK-12th grade)
Somerset Academy (Pembroke Pines West, 862 Students / K-5th grade)
West Hialeah Gardens Elementary School (Hialeah Gardens, 1200 Students / pk-5th grade)

ALM are currently conducting Youth Sport programs (practice/league) :

- North Dade Youth Basketball League @ Country Lake Park (Elementary and Middle)– over 5 years, please see appendix for the annual trophy engravings and pictures.
- Miami Lakes United Soccer Club (Recreation / Competitive – Miami Lakes – over 1,200 participants: www.miamilakesunitedsoccerclub.com –over 8 years)
- Homestead K-8 Center Leagues (Fall= Soccer / Spring = Basketball)
<http://almports.com/programs/homestead-sports-league>
- K-8 schools inc: Leisure City, Airbase, Campbell Drive, Peskoe, Gateway & Coconut Palm
- Jose MAST Academy Intramural Flag Football League: <http://almports.com/programs/jose-marti-mast-academy-intramural-flag-football/>
- Adult Basketball Winter Tournament: Dade County Parks & Rec – Norman & Jean Reach Park (Afterschool off-site Program) please see attachment Flyer



Contract Management

The Managing Director will be overseeing all contractual arrangements making sure ALM Sports are in accordance with the contract outline. The Managing Director (Alvin Murray) will make sure all specifics are communicated with the ALM Sports Director of Operations (Troy Murray) whom will be in liaison with the City of South Miami Personnel.

Site Supervisor Structure

There will be one assigned Director of Operations for the Program that will, but not limited to:

- Developing, implementing and overseeing the Basketball program.
- Conducting Coaches / Volunteer Training with continual evaluation
- Making Sure all Staff / Volunteers are carded through the National Alliance Youth Sports
- Making Sure all Staff / Volunteers have attended the ALM Child protection workshop, Youth Sport Concussion and CPR Course
- Spiritually encouraging and guiding the staff.
- Disciplinary action with participants and staff when necessary.
- Liaising with Parents (communication)
- Manage and Oversee day to day operations
- Liaising with The City of South Miami Recreational manager
- Keeping the facility/ Court well maintained(risk assessment)
- Liaising with the Managing Director, making sure we are achieving our objectives
- Manage our marketing, promoting and advertising efforts
- Liaising with Local businesses and *schools

*ALM Sports are certified Miami Dade County Public School vendors which allows access for us to promote to the local residents.

The Staff / Coaches / Volunteers will be assigned their duties from the Director of Operations, but their roles and responsibilities include but not limited to:

- Maintaining a clean professional appearance at all times.
- Participate in the pre-camp training and planning process.
- Responsibility for the safety and well-being of all participants throughout the clinic / practices / games.
- Abide ALM Sports Policies and Procedures.
- Supervision of participants throughout the program
- Being a positive role model for all participants and peers.
- Promoting Sportsmanship with an emphasis on Caring, Honesty, Respect and Responsibility.
- Lead classes as assigned and have a working knowledge of all skill areas in the program with an emphasis on safely running the activity.
- Execute all emergency procedures with the safety of participants as the first concern.
- Promote health, well-being, safety and hygiene to participants that result in a healthy spirit, mind & body.
- Respect the facilities and Courts that we work in.
- Facility and Field risk assessments
- Will be Role Models / Teachers / Friends / Leaders / Coaches / Mentors to our participants

Transportation

If ever in need and a waiver signed by parents:



ALM Sports have four Licensed and insured 15 passenger vehicles for pick up/ drop off to any Special event / scheduled away game / Camp etc.

Participant Safety

ALM Sports will :

- Teach participants to be alert to potential hazards, and keep them aware of the First Aid area by Regularly referring to the location.
- Make sure that staff is always visible when working or interacting with participants. Visual barriers will never be set up that prevent others from seeing what is occurring.
- Be aware of the skills and general physical conditions of the participants at all times during their activities to avoid over-exhaustion.
- Use common sense and safety consciousness when setting up and conducting activities, Constantly staying alert to potential hazards related to the facilities, grounds and equipment. Before conducting an activity, explain the rules and proper procedures for using the equipment. Stop the activity if participants are getting out of control or are not complying with the rules, making the activity unsafe.

Site Safety

Providing a safe environment at camp is a critical component of any ALM Sports program.

A risk assessment by our staff will include, but not limited to:

- Inspecting equipment, furniture, supplies, appliances, facilities and grounds twice daily.
- Immediately report safety hazards to the Director of Operations that result from these inspections.
- Reporting any unusual or questionable situations and/or persons to the Operations Director.
- Making sure that an evacuation plan is posted and readily available.

Secure the building when leaving the site, including checking lights, etc. to be sure that everything is properly turned off.

Emergency Preparedness & Plan

Since injuries may occur at any time and during any activity, ALM Sports staff will be prepared. This preparation involves the formulation of an Emergency Action Plan (EAP). This includes, but is not limited to, the proper coverage of events, maintenance of appropriate emergency equipment and supplies and utilization of appropriate emergency medical personnel.

ALM Sports staff will:

- Have the name, phone number and directions to the hospital on the EAP. It will alleviate confusion and assist parents in getting to the hospital if needed.
- Make sure the door that is identified as the entrance for emergencies does not have special locks and can be easily accessed.
- Have a list of special medical conditions of the participant, but will not publish these.
- Have a list of the participants along with their emergency contact names and numbers but will not publish this information.
- Post the basic Emergency Action Plan near the emergency phones
- Designate specific individuals to open appropriate doors for emergency personnel; to flag down emergency personnel and help direct them to the scene; and to control the area and move bystanders away.



Youth Sign in / Sign out Procedures

- For the safety and protection of the participants, authorized persons will be required to sign in and sign out participants each day of the Practice / Game.
- If there is an unauthorized person claiming to collect a participant; ALM Sports staff will contact the parent via phone to let them know of this situation; upon approval by the parent but prior to releasing the participant ; the parent would be required to email us to verify this.

Parents would need to fill out and return the form below indicating ALL persons authorized by you to bring and/or pick up the participant including parents, grandparents, siblings, baby sitters, etc.

Obtain and Maintain Enrollment

ALM Sports programs invest heavily in their relationships with participants and their families. This starts from the moment the parent inquiries about any of the ALM Sports programs. Each family gets the personal attention they deserve. Getting to know participants and parents, addressing any concerns proactively, establishing big brother/big sister relationships—all of these helps to ensure that each child's experience will be successful.

Sample Parents Handbook

All Parents will be receiving a parents handbook, items covered will be, but limited to: the Mission Statement, Program Overview, Rules, Regulations, sign in & sign out procedures, discipline and guidance, Code of conduct, Health and safety guidelines. accident and incident procedures, Emergency procedures, Parental communication, volunteer and parent participation and parent/ participant code of ethics agreement.

Maintaining Communication

ALM Sports prides itself in having good customer relations. it is vital that we treat people with courtesy, helpfulness and understanding so as to maintain the highest level of customer service.

ALM Sports has multiple methods for communication.

ALM Sports has currently a iconact (email database system) and mobomix (text messaging system) that has a combined contacts of over 10,000 parents in Miami Dade County and surrounding areas.

ALM Sports plan to grow our contact list throughout Miami Dade County by having constant communication with parents within the areas. Our interactive website that displays current information; Newsletters will be soon produced and sent via US Postal Mail, plus the addition of the ALM Sports Social Media information sources (Facebook, linkedin, Instagram, Twitter etc)

ALM Sports has a Toll Free number to get to the right personnel, plus the company and director of Operations personnel email addresses.

ALM Sports are actively in the community with partnerships with South Florida Autism Charter School, Miami Dade County Public Schools, Miami Dade Parks & Recreational Departments, Rhythm and Pitch Music School, Mater Lakes Charter School, Archdioceses Schools, Sports Clubs and Chamber of Commerces.



Marketing Plan

Please review above our communication methods; which includes but not limited to:

- ALM Sports full time administrative team to answer / contact parents
- Email & SMS Texting Data base
- Social Media
- Newsletters delivered via US Postal Mail to targeted areas,
- Distribution of Flyers to the Local Private & Public Schools
- Distribution through local business partners

Fee Schedule

Please see the below researched Basketball Program Cost:

Residents: = \$80

Non Residents= \$100

Fee Includes:

- Meet / Greet and take pictures with Leo the Lion (ALM Mascot)
- *pictures from TSS Photography (current partners) please see appendix C
- 13 week program
- Guaranteed 8 games
- Basketball Technical Skill Curriculum
- Screened & Background Checked Coaches
- Full Basketball Uniforms

Please see appendix for Flyer

Provision of Scholarships & Funding source

ALM Sports guarantees the lowest price (price match) with all comparable Basketball Program operators.

ALM Sports is a structured LLC, therefore attaining funding from sources like The Children's Trust is very difficult. ALM Sports is a registration based entity relying upon high retention; ALM Sports are successful due to our high retention rate across our programs due to the quality assurance it adheres to.

For the household that are in financial strain can communicate directly with our Director of Operations to offer payment plans, discounted rate and/or scholarship based on the need.

ALM Sports also attains funding from local businesses in the forms of sponsorship; ALM Sports will use this income to fund those that need scholarships.

Enrollment / Removal / Wait List for Policy & Procedure

The maximum enrollment of the Basketball Program will be that of the maximum capacity of the building. Parents will need to fill out the enrollment forms:

Registration Form, Emergency Contact, , Medical Authorization Form, and Last page of Parents Handbook signed (Code of Ethics)



To cancel an enrollment of any ALM Sports Program, parents must present IN WRITING a letter of cancellation to ALM Sports, at least one week prior to the start date of the program.

A 50% refund will be given.

registration reserves a spot in the program for the child REGARDLESS of attendance. If ALM Sports are not notified as stated above of any cancelations in the appropriate amount of time, parents will be financially responsible and no refunds will be issued.

Once the program has reached its maximum participation, ALM Sports establishes a Waiting List. To be added would need to send an email to the director of operations. Being on the waiting list does not guarantee the child attendance to the program – parents will be notified on a first come first serve from the list.

Quality assurance & Program Evaluation

Quality Assurance Promise from A.L.M Sports LLC to adhere to its Mission:

- Health & Safety
- Human Communication
- Stable, Trained Staffing
- chance for the local youth to develop sports skills through exciting, fun & challenging coaching sessions
- A coaching philosophy based on safety, fun and progression
- Nurturing the youth to become well brought-up citizens
- A learning environment in which participants can study and receive help academically
- A learning environment of the sports which gives the participants knowledge and skill to play at a higher level
- Frequent program assessment

Customer Feedback

Obtaining customer feedback helps ALM Sports reach its goal of continuous improvement. Conveying a responsive attitude is an important part of helping customers feel satisfied with the service they are receiving.

Each program is expected to distribute a program evaluation brochure to the parents at the close of every session.

Parents can also go online to www.almports.com and login to the parent portal of the site to evaluate the program

-Communication with the City personnel will be constant.



APPENDIX

Example Basketball Program for the City of South Miami:

Based on

- 4 teams per age group / 10 players maximum per team
- 7 age groups: Under 8 yrs / Under 10 yrs / Under 12 yrs / Under 14 yrs / Under 16 yrs / Under 18 yrs / Adult.
- Up to 280 participants / 2 venues
- Each team playing one game every Saturday
- 13 week program: each team plays everyone twice / playoffs and Finals

Pre-Program: Marketing / Promoting / Selection & Training of Coaches – Volunteers.

Week 1: Draft / Practice (order of uniforms)

Weeks 2-3: Practice

Week 4: Practice & First Saturday Game (*please see sample schedule below*)

Week 5-11: Practice & Sat Games (*Pictures on week 7)

Week 12: Practice & Playoffs

Week 13: Practice & Finals / Final Ceremony @ GBCC

EXAMPLE PRACTICE SCHEDULE

Monday & Wednesdays

6:30pm – 7:30pm

Under 8 (team #1 & #2) @ GBCC

Under 8 (team #3 & #4) @ MP

7:30pm-8:30pm

Under 10 (team #1 & #2) @ GBCC

Under 10 (team #3 & #4) @ MP

8:30pm-9:30pm

Under 16 (team #1 & #2) @ GBCC

Under 16 (team #3 & #4) @ MP

Tuesdays & Thursdays

6:30pm – 7:30pm

Under 12 (team #1 & #2) @ GBCC

Under 12 (team #3 & #4) @ MP

7:30pm-8:30pm

Under 14 (team #1 & #2) @ GBCC

Under 14 (team #3 & #4) @ MP

8:30pm-9:30pm

Under 18 (team #1 & #2) @ GBCC

Under 18 (team #3 & #4) @ MP

Friday

****Rescheduled games / or Extra games @ GBCC***

7:30pm-8:30pm

Adult (team #1 & #2) @ MP

8:30pm-9:30pm

Adult (team #3 & #4) @ MP

Every 2 weeks there will be a rotation of practice venues for U8-U18 (so everyone will be able to practice inside and outside)



APPENDIX continued

EXAMPLE WEEK 4 – FIRST GAME



CITY OF SOUTH MIAMI BASKETBALL

FULL SCHEDULE

VENUES:

The Gibson Bethal Community Center (GBCC)
6701 SW 58th Pl, South Miami FI 33143

Murray Park (MP),
5800 SW 66th Street, South Miami FI 33143

GAME DATES	VENUE	Court	TIME	Division Grades	TEAM A	VS	TEAM B
4/25	GBCC	A	10:30	Under 8	Heat (#1)	VS	Lakers (#2)
4/25	GBCC	B	10:30	Under 8	Bulls (#3)	VS	Celtics (#4)
4/25	GBCC	A	11:30	Under 10	Hornets (#1)	VS	Pelicans (#2)
4/25	GBCC	B	11:30	Under 10	Knicks (#3)	VS	Cavaliers (#4)
4/25	GBCC	A	12:30	Under 12	Nets (#1)	VS	Clippers (#2)
4/25	GBCC	B	12:30	Under 12	Thunder (#3)	VS	Warriors (#4)
4/25	GBCC	Full	1:30	Under 14	Spurs (#1)	VS	Raptors(#2)
4/25	GBCC	Full	2:30	Under 14	76ers (#3)	VS	Kings (#4)
4/25	GBCC	Full	3:30	Under 16	Pistons (#1)	VS	Bucks(#2)
4/25	GBCC	Full	4:30	Under 16	Rockets (#3)	VS	Mavericks(#4)
4/25	MP	Full	11am	Under 18	Hawks (#1)	VS	Pacers (#2)
4/25	MP	Full	12pm	Under 18	Grizzlies (#3)	VS	Timberwolves (#4)
4/25	MP	Full	1pm	Adult	Wizards (#1)	VS	Magic (#2)
4/25	MP	Full	2pm	Adult	Blazers (#3)	VS	Suns (#4)



CITY OF SOUTH MIAMI YOUTH BASKETBALL PROGRAM



For: Boys & Girls (6-18 years old)

When: Tuesday April 7th 2015

Where: Gibson Bethel Community Center
(5800 SW 66th Street, South Miami FL 33143)

Cost: Residents \$80 / Non- Residents \$100

Fee Includes:

- 13 week program
- Guaranteed 8 games + Playoffs
- Full Basketball Uniforms
- Medals will be awarded
- Basketball Technical Skill Curriculum
- Experienced Officials
- Screened & Background checked Coaches



REGISTER NOW ONLINE
WWW.ALMSPORTS.COM

